

## **Project Application**

Please answer the following questions on a separate sheet of paper. Be sure to include section headings. Attach cover page and other appropriate documentation to this application.

### **1. General**

- 1.1 Who are the primary participants in the Project? [Participants are those groups or individuals involved in the project.]
- 1.2 Give us information on the past and present tobacco dependence of participants in this Project.
- 1.3 How many farm families will benefit directly from this project in the first year? If this is a multi-county or statewide Project, please list the counties that will benefit directly.

### **2. Summary of Project Objectives**

- 2.1 What are the objectives of this Project?
- 2.2 How will you achieve these objectives?
- 2.3 Summarize how the Agricultural Development Funds will be used.
- 2.4 What criteria will be used to measure the success of your project?

### **3. Project Details**

- 3.1 Description of project – Please give the details of the project. Tell about the project's history, present status and future projections.
- 3.2 Products or services – Please, give a detailed description of products or services related to this Project. [What products or services will be offered? What is unique about the products or services? What will the products or services do for customers? ]
- 3.3 Location – Where will the project be located and why was this location chosen?
- 3.4 Management – List the duties and responsibilities of every participant in this project. List their qualifications to perform their duties, including past experience and current occupation and attach résumé (s).
- 3.5 Record keeping – Who will do your record keeping/accounting? Do you have a plan to use your records in analyzing your project?
- 3.6 Insurance – Does your current insurance cover the components of this project? If not, what type(s) of insurance will you need?

## 4. Marketing

- 4.1 Target market – To whom will you attempt to sell your product/service? Identify characteristics of your customers.
- 4.2 Advertising – What types of advertising will you use? How will you tailor your advertising to your target market identified in the above section?
- 4.3 Pricing – What is your product/service price? How did you arrive at your pricing structure?

## 5. Financial Documents

- 5.1 Project Budget Detail & Budget Description – Please complete the attached *Project Budget Detail* and the *Budget Description* forms.

## 6. Supporting Documents

- 6.1 Résumés – There should be one per person mentioned in section 3.4 Management. Limit to one page each and include work history, educational background, and special skills.
- 6.2 Letter of Commitment – A letter from each project participant who is directly involved in implementing and maintaining the project. This letter should explain what role this participant plays in this project.
- 6.3 Invoices/cost estimates – For equipment purchases, please provide copies of invoices, written estimates, or catalogue pages noting price of equipment.
- 6.4 Copies of leases, contracts or other legal documents (if applicable)
- 6.5 Formal Business Plan – If you have a formal business plan, please submit a copy. This application provides the minimum requirements for a business plan. ***Requests for state funds require a formal business plan.*** Note that the business plan is the most essential portion of this application. If you need assistance with developing your business plan, then contact your area Small Business Development Center as listed in Appendix C.

Note: Staff may request additional information from the applicant.